



CONSULATE GENERAL OF THE UNITED STATES

FRANKFURT • GERMANY

Library Info Alert

December 2007

Library Info Alert focuses on recent developments in the field of library science and information management in the United States. It contains summaries of articles from leading library-related periodicals and recommended Internet sites. The *Library Info Alert* is published by the Information Resource Centers in Germany.

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(click on underlined headings)

Featured Internet Sites

E-Journal: Media Making Change

U.S. State Department. International Information Programs.

<http://usinfo.state.gov/journals/itgic/1207/ijge/ijge1207.htm>

"New media technologies give average citizens access to vast amounts of information and broad networks of people. People can use these tools to pursue social and political agendas of their own making. This edition of eJournal USA shows how this new empowerment is influencing nations in various parts of the world."

Article Alert

1. The 51st State: The State of Online

By Laura Gordon-Murnane

(Searcher, November/December 2007, Vol. 15, Issue 10, pg. 19)

The presidential election of 2008 will be the first presidential "Internet election," an historical phenomenon in which the Internet and its technologies are playing integral roles for candidates and their campaigns, the mainstream media, and voters and citizens.

2. Building a Community: Create Your Own Social Network

By Rachel Singer Gordon and Michael Stephens

(Computers in Libraries, November/December 2007, Vol. 27, Issue 10, pg. 46)

Social networking services (SNS) are Web-based sites that "provide a collection of various ways for users to interact, such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups," according to Wikipedia. Tech Tips Favorites Even without any special social network software, librarians can create an online community with some of our favorite free tools, such as WordPress, Flickr, and NetVibes.

3. Folksonomies and Image Tagging: Seeing the Future?

By Diane Neal

(Bulletin of the American Society for Information Science and Technology,
October/November 2007)

Folksonomies are one of today's hottest Internet trends. They are but one part of Web 2.0, which, in part, refers to the ability of Internet users to add, change and improve

World Wide Web content. A folksonomy is created as users of a website add "tags" (keywords) to describe items on a website. The users choose their own keywords; few or no restrictions are imposed on their choices. The terms are not chosen from a previously existing controlled vocabulary, a strict taxonomy or any other officially sanctioned method of bibliographic description. Diane Neal is assistant professor in the School of Library and Information Sciences, North Carolina Central University.

4. Information Architecture and Search Optimization: Beginning a Beautiful Friendship

By Marianne Sweeny

(Bulletin of the American Society for Information Science and Technology, October/November 2007)

When asked whom she wanted to invite to her 100th birthday party Brooke Astor answered without hesitation, "100 librarians." Librarians are the ultimate information highways. They gently guide us to frame our information need so that we find exactly what we want or need. Librarians don't know where everything is but have a sense of shared meaning. Search engines know where everything is but know nothing about what it means. Given a choice, who would want to celebrate a birthday with a search engine? Marianne Sweeny is an information architect and search specialist at Ascentium (www.ascentium.com).

5. Information Literacy for Branch Campuses and Branch Libraries

By James Hooks, Carl Rahkonen, Chris Clouser, Kelly Heider and Rena Fowler

(Library Philosophy and Practice, October 2007)

Teaching students how to use the college library has been a challenge for academic librarians for most of the twentieth century and has emerged as a high priority for academic librarians in the twenty-first century as well. A cursory comparison of objectives of library instruction from Shores (1939) shows that they are not significantly different from those in current information literacy texts; however, instructional methods have changed significantly. Technology has been both a blessing and a curse for information literacy. Transferring literacy skills in a digital age is more difficult because of the differences in computer systems.

6. Internet2 and Libraries: Serving Your Communities at the Speed of Light

By James Werle and Louis Fox

(Computers in Libraries, November/December 2007, Vol. 27, Issue 10, pg. 6)

The possibilities are endless. * In Maryland, the Enoch Pratt Free Library is leading the Maryland Digital Cultural Heritage Project, bringing together museums, historical societies, public libraries, and academic and government institutions to focus on identifying, organizing, and digitizing materials and planning virtual tours. * Imagine a network of experts available over Internet2 who could be scheduled to address a specific community need. Rural farmers could have one-on-one conferences with university extension officers via the local public library; city managers could get together to discuss issues; small-business owners could confer with experts from the Small Business Administration.

7. Invasion of the Podcasts

By Cybèle Elaine Werts

(Information Outlook, October 2007, Vol. 11, Issue 10, pg. 28)

Podcasts are simply audio recordings that we download off the Internet. A while back, my officemates and I at the Northeast Regional Resource Center started working with a consultant named Larry Edelman, a senior instructor in the Department of Pediatrics at the University of Colorado who specializes in helping early childhood specialists integrate technology into their work. [...] offering an online evaluation survey in Survey Monkey provides us with instant survey data and frees us from many of the validity and reliability problems of having to enter handwritten data. Cybèle Elaine Werts is an information specialist for learning innovations at WestEd, a research, development, and service education agency.

8. It's Time to Use a Wiki as Part of Your Web Site

By Tim Ribaric

(Computers in Libraries, November/December 2007, Vol. 27, Issue 10, pg. 24)

It would also take some of the pressure off the systems department by allowing staff to eliminate a recurring task that was, in all honesty, just time consuming. Due to the large amount of customization required to get our desired results, I hosted the wiki locally in our Web space. Tim Ribaric is the digital services librarian at Brock University in St. Catharines, Ontario, Canada.

9. Library Reference Points: 'Slow Down Cowboy'

By Maura Sostack

(Information Today, November 2007, Vol. 24, Issue 10, pg. 1)

The author, a baby boomer, started her master's degree studies at the Palmer School of Library and Information Science in January 1985. After graduation, she worked as an information specialist at Price Waterhouse's New York office. In 1997, Methodist Hospital in South Philadelphia hired her to manage its medical and nursing school library. She worked solo for nine years until March 2006, when the library closed permanently and her position was eliminated. Fellow boomer Mary Ann Heltshe-Steinhauer, community relations coordinator for the Lancaster County Library System in Pennsylvania, summed it up by saying: more information is not better -- quality is better. Maura Sostack, a medical librarian at Virtua West Jersey Hospital.

10. My Virtual Assistant Saves the Day

By Lorette S. J. Weldon

(Computers in Libraries, November/December 2007, Vol. 27, Issue 10, pg. 18)

The VA takes me to 1 a Web link for the search screen to query the online catalog for a document in the collection; 2 a network link for the internal server to catalog, edit, delete, and review records before publishing them to the Web site; and 3 to a Web link for an FTP application (WinSPCS) to load the updated records to the online catalog. Lorette S. J. Weldon is director at the Association of Governing Boards for Universities and College's Zwingle Library and Resource Center in Washington, Z).

11. Of iPhones and Ebooks: Will They Get Together?

By Janet L Balas

(Computers in Libraries, November/December 2007, Vol. 27, Issue 10, pg. 35)

When writing my column for the September 2007 issue of Computers in Libraries, which was devoted to serving remote and mobile users, I mentioned an article that appeared in Reading Research Quarterly titled "Instant Messaging, Literacies, and Social Identities." Janet L. Balas is library information systems specialist at Monroeville (Pa.) Public Library.

12. The Ongoing Web Revolution

By Michael Stephens

(Library Technology Reports, September/October 2007, Vol. 43, Issue 5, pg. 10)

Rainie's points all address this increased level of online participation, which we've seen described in articles such as Time magazine's cover story that designated "You" as the Person of the Year.² "You control the Information Age" boldly stated that cover-not libraries and not librarians. ⁸ The Social Library Michael Buckland, professor emeritus at the Information School, University of California, Berkeley, stated almost fifteen years ago in his Redesigning Library Services Manifesto that new tools were changing what users did with information.⁹ He noted that computers are and will be used in ways that fall outside the ideas of traditional usage, beyond the input and output of data. A library user might find library resources and a librarian presence in Facebook where services and resources are discussed; follow links to articles and sites via tags at del.icio.us and leave a comment; and-at the point of need-find a librarian available to talk and answer questions via a Meebo Me embedded within a search page.

13. The Personal Information Trainer

By Stuart Basefsky

(Information Outlook, November 2007, Vol. 11, Issue 10, pg. 11)

[...] in this context, the PIT should be known by all to be healthy for productivity, innovation, flexibility, and other elements of competitive advantage that help our institutions grow and succeed. My argument is below: a PIT as an employee benefit. The PIT is a professional librarian or information specialist who is assigned to key individuals (very few) deemed to be essential to the success of a firm or institution. [...] the key problem for libraries historically has been to set up a group dynamic among users in defense of the service value that information professionals provide. No amount of measurements that speak to return on investment or nifty metrics that support the bottom line will change the perception of the information center as fundamentally a cost center, unless users coalesce around this internal organization (the library) with true desire for its valued service.

14. Presence in the 2.0 World

By Jenny Levine

(Library Technology Reports, September/October 2007, Vol. 43, Issue 5, pg. 7)

As libraries synchronize their services to the Web 2.0 world, there are some issues we as a profession need to reconsider in light of changing user expectations. Librarians have traditionally held a gatekeeper role for information, which meant being gatekeepers for such things as authority and patron privacy. Since fall 2005, we've been re-examining what I've called "the four C's"-collaboration, community, commons, and conversation.

The discussions have been fruitful, moving from theory to practice as evidenced by the many examples in this issue of Library Technology Reports and its predecessor, "Web 2.0 & Libraries: Best Practices for Social Software."

15. Social Video: Videoblogging & YouTube

By Michael Stephens

(Library Technology Reports, September/October 2007, Vol. 43, Issue 5, pg. 52)

[...] devices such as the Apple TV pull YouTube content into consumers' living rooms, "viral" videos such as "Kitten Playing Piano" move around the world at lightning speed, and practically anything one might want to view is available on thriving video-sharing sites. 2 Recently we've seen viral videos such as OK Go's treadmill music video, viewed by 20 million users, and the recent Democratic presidential candidates debate featuring questions from Americans via YouTube.³ This site-or community-is a perfect example of how the nature of promotion, reporting the news, and making personal connections has changed in the last year. Robinson uses Final Cut Pro for video editing, open-source option Audacity for sound, and a basic digital video camera.

16. Technology Trends for a 2.0 World

By Michael Stephens

(Library Technology Reports, September/October 2007, Vol. 43, Issue 5, pg. 32)

To build a future of thriving libraries- physical and virtual- and thriving library professionals who are recognized as leaders in the information world, we need to: * implement user-centered planning and services * control technolust on the institutional level * become trendspotters The third item in each of these lists is critical to preparing for the future. Who knew that now we'd find a community and an ongoing conversation for practically every subject under the sun, as well as more ways to have those conversations in virtual spaces? A recent personal experience shows that today's online conversations do not need to be organized or planned. Wired, Technology Review, Business 2.0, and Fast Company might be useful periodicals to circulate to the emerging tech team. * Start a Learning 2.0 program.

17. Tools from "Web 2.0 & Libraries: Best Practices for Social Software" Revisited

By Michael Stephens

(Library Technology Reports, September/October 2007, Vol. 43, Issue 5, pg. 15)

In April 2007, David Sifry posted this informative overview of the blogosphere as tracked by Technorati: * 70 million weblogs * about 120,000 new weblogs each day, or 1.4 new blogs every second * 1.5 million posts per day, or 17 posts per second * growth from 35 million to 75 million blogs in 320 days² Discussions of library and librarian blogging continue. Almost anything can be embedded in a blog now: pictures from Flickr, audio, video (YouTube), presentations (SlideShare), chat (Meebo), bookmarks (del.icio.us), calendars (Google, 30 Boxes), text messages (Twitter), and more. Subscribe to our RSS feed to find good reviews, or click on the categories on the righthand side to see everything in your favorite area.³ Williamsburg librarian Jessica Zellers wrote a case study of the blog implementation for the July/August/September issue of Virginia Libraries.

18. The Value of Fair Use

By George H. Pike

(Information Today, December 2007, Vol. 24, Issue 10, pg. 17)

As the Internet and digital content have grown, so has the threat to the fair use of copyrighted material. Content owners who see digitization as a threat have also used digital rights management technologies to control use of their content. Legal protections for copyright owners have also been strengthened. The Digital Millennium Copyright Act bars any attempt to circumvent copy protection technologies. However, fair use in the academic arena continues to be a problem. Fair use remains a challenge in the digital age. As in most recent years, there are several proposals now before Congress that purport to strengthen fair use or strengthen copyright owners' rights. George H. Pike is director of the Barco Law Library and assistant professor of law at the University of Pittsburgh School of Law.

19. Web Accessibility at Academic Libraries: Standards, Legislation, and Enforcement

By Michael Providenti and Zai Robert III

(Library Hi Tech, Vol. 25, Issue 4, pg. 494)

The purpose of this paper is to clarify the standards, guidelines, and laws which affect web accessibility for academic library web sites in the USA as well as an explanation of the mechanism by which accessibility is enforced. Despite the absence of an explicit connection between Section 504 and Section 508, public and private academic colleges and universities libraries must provide accessible web sites, as guaranteed by the "effective communication" standard found in Section 504 as interpreted by the Department of Education's Office for Civil Rights, as well as Title II of the Americans with Disabilities Act. The research provides a comprehensive view of web accessibility standards and laws as they apply to academic libraries.

Announcements

Selected Events:

For more upcoming events and further information, please check:

<http://german.frankfurt.usconsulate.gov/veranstaltungen.html>

22. November 2007 - 27. Januar 2008

Ausstellung: "Bruce Rogers. Book Designer"

Gutenberg-Museum Mainz, Liebfrauenplatz 5, 55116 Mainz

Bruce Rogers (USA, 1870-1957) gilt als einer der bedeutendsten Buchgestalter und Typografen des 20. Jahrhunderts. Aus Anlass seines 50. Todestages zeigt das Gutenberg Museum eine Auswahl von mehr als 50 Werken: Von den frühen, noch ganz durch spielerische Adaption historischer Stile geprägten Bücher (period printing) für die Riverside Press (1900-1911) über Arbeiten als freischaffender Buchgestalter für große amerikanische und englische Verlage bis zu den Meisterwerken der dreißiger Jahre: Die Odyssee in der Übersetzung Lawrence von Arabiens (1932) und die monumentale Oxfordener Altarbibel (1935). 1915 entwarf Rogers die Centaur-Antiqua, die ab 1929 als Monotype-Version weite Verbreitung fand. Die meisten Exponate werden erstmals in Deutschland zu sehen sein.

Mit Bruce Rogers präsentiert das Gutenberg-Museum einen Einblick in die Typografie der Vereinigten Staaten in der ersten Hälfte des 20. Jahrhunderts, die auch auf europäische Buchgestaltung Einfluss hatte. Sein Werk steht beispielhaft für bestimmte Tendenzen des Buchschaffens dieser Epoche und ist auch deswegen in der Rückschau

von Bedeutung. Um die Wende vom 19. zum 20. Jahrhundert kam eine Generation amerikanischer Buchgestalter auf, die sich internationalen Ruf erwarb. Die wichtigsten waren D. B. Updike, Bruce Rogers, Frederic Goudy, W. A. Dwiggins, Carl P. Rollins, T. M. Cleland und Will Bradley.

Webchats:

Worldwide Freedom for the Worldwide Web: U.S. Efforts to Protect Internet Freedom

Wednesday, 19 December 2007, Time: 10:00 a.m. EST (1500 GMT)

Secretary of State Condoleezza Rice established the Global Internet Freedom Task Force (GIFT) in February 2006 as an internal State Department coordination group to address challenges to freedom of expression and the free flow of information on the Internet. GIFT's core aims are to maximize freedom of expression and the free flow of information and ideas, to minimize the success of repressive regimes in censoring and silencing legitimate debate, and to promote Internet access. Now, almost two years after the establishment of GIFT, join Ambassador David Gross as he answers your questions about progress the United States has made in protecting Internet freedom around the world and the role that governments should play in regulating the World Wide Web, particularly following the second meeting of the Internet Governance Forum in Rio in November.

For more Mission Germany webchats: <http://www.usembassy.de/germany/chat.html>

For more IIP webchats: <http://usinfo.state.gov/usinfo/Products/Webchats.html>

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Impressum:

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